## BROCK UNIVERSITY MEDIA RELEASE

Cool Climate Oenology & Viticulture Institute Brock University 905-688-5550 x4471



## COMPETITION WILL BE FIERCE FOR 2010 WINE TASTING CHALLENGE

**TORONTO, ON** (September 30, 2010) — Wine enthusiasts are invited to participate in the 7<sup>th</sup> annual **Wine Tasting Challenge™** hosted at the Four Seasons Hotel in Toronto on Monday, November 29.

Presented by Brock University's Cool Climate Oenology and Viticulture Institute (CCOVI) the **Wine Tasting Challenge™** is open to all professional sommeliers, servers, wine-industry professionals, students, as well as amateur wine enthusiasts, who wish to challenge themselves by tasting and identifying select wines and spirits.

The Wine Tasting Challenge™ is an annual event that highlights Canada's brightest talent and brings together the world's best to compete at the highest level of competition, while sharing in the spirit and fellowship of the vine. Renowned as the largest and most prestigious wine competition in the world, the Wine Tasting Challenge™ offers in excess of \$100,000 in prizes, cash, trips, stemware and scholarships, attracting competitors from across North America.

Registration for the competition officially opens at NOON on FRIDAY, OCTOBER 1, 2010.

For more information and to register, participants can go to winetastingchallenge.com.

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For more information about this year's competition, please contact:

Barb Tatarnic John Cassidy

Challenge Director and Auditor Sponsorship Organizer
Brock University, CCOVI Wine Tasting Challenge

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